

# Exhibit 1

**Int. Cls.: 3, 16 and 21**

**Prior U.S. Cls.: 2, 21, 23, 51 and 52**

**United States Patent and Trademark Office** **Reg. No. 1,642,532**  
Registered Apr. 30, 1991

**TRADEMARK  
PRINCIPAL REGISTER**



MAKE-UP ART (COSMETICS) LIMITED  
(CANADA CORPORATION), DBA MAKE-UP  
ART COSMETICS LIMITED  
233 CARLTON STREET  
TORONTO, ONTARIO M5R 1G2, CANADA

FOR: COSMETICS, NAMELY, EYE SHADOW,  
EYE MAKE-UP REMOVER, EYE LINER,  
FOUNDATION MAKE-UP, FACE POWDER,  
LIPSTICK, LIP GLOSS, LIP SHINER, MAS-  
CARA, NAIL POLISH, EYEBROW PENCIL,  
ROUGE, FACE SHIMMERS, HAIR TINTS,  
BODY LOTIONS, MOISTURE LOTION, MOIS-  
TURE TONICS, SKIN CLEANER, HAIR SHAM-  
POO, HAIR CONDITIONER, NON-MEDICATED  
HAIR CONDITIONER, NON-MEDICATED  
HAIR PREPARATIONS, DUSTING POWDER,  
FACIAL MOISTURIZERS, IN CLASS 3 (U.S.  
CLS. 51 AND 52).

FIRST USE 1-1-1983; IN COMMERCE  
11-1-1985.

FOR: COSMETIC PENCIL SHARPENERS, IN  
CLASS 16 (U.S. CL. 23).

FIRST USE 1-1-1983; IN COMMERCE  
11-1-1985.

FOR: COSMETIC CASES SOLD EMPTY, COS-  
METIC BRUSHES, DUSTERS FOR APPLYING  
MAKE-UP, LIP BRUSHES, AND COSMETIC  
SPONGES, IN CLASS 21 (U.S. CLS. 2 AND 21).

FIRST USE 1-1-1983; IN COMMERCE  
11-1-1985.

SER. NO. 73-734,276, FILED 6-6-1988.

RONALD R. SUSSMAN, EXAMINING ATTOR-  
NEY

**Int. Cls.: 3 and 44**

**Prior U.S. Cls.: 1, 4, 6, 50, 51, 52, 100 and 101**

**Reg. No. 3,023,827**

**United States Patent and Trademark Office**

**Registered Dec. 6, 2005**

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**

**MAC**

ESTEE LAUDER COSMETICS LTD. (CANADA  
CORPORATION)  
161 COMMANDER BOULEVARD  
AGINCOURT, CANADA M1S 3K9

FOR: COSMETIC PRODUCTS INCLUDING LIP-  
STICKS, LIP GLOSS, LIP LINERS, LIP BALMS, EYE  
SHADOWS, EYE LINING PENCILS, LIQUID EYE  
LINERS, EYE MAKEUP, MASCARA, EYEBROW  
PENCILS, ARTIFICIAL EYELASHES, BLUSHERS,  
BRONZERS, MULTI-USE COSMETIC STICKS,  
FOUNDATION MAKEUP, PRESSED POWDER,  
LOOSE POWDER, MAKEUP REMOVER, CONCEA-  
LERS, EYE PALETTES, LIP PALETTES, MAKE-UP  
KITS, MULTI-USE COLORED CREAMS, POWDERS  
AND GELS FOR USE ON FACE; NAIL POLISH,  
NAIL ENAMEL, NAIL POLISH REMOVER; NON-  
MEDICATED SKIN CARE PRODUCTS, NAMELY  
CLEANSERS, EXFOLIATORS, TONERS, EYE  
CREAMS, CLEANSING WIPES, MOISTURIZING  
SPRITZERS, TINTED MOISTURIZERS; FRAGRAN-

CES FOR PERSONAL USE, IN CLASS 3 (U.S. CLS. 1,  
4, 6, 50, 51 AND 52).

FIRST USE 1-1-1983; IN COMMERCE 11-1-1985.

FOR: CONSULTATION SERVICES IN THE SE-  
LECTION AND USE OF COSMETICS, TOILETRIES  
AND BEAUTY TREATMENT, IN CLASS 44 (U.S.  
CLS. 100 AND 101).

FIRST USE 12-31-1987; IN COMMERCE 12-31-1987.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,642,532 AND  
2,495,240.

SER. NO. 78-581,906, FILED 3-7-2005.

JOHN WILKE, EXAMINING ATTORNEY

# United States of America

## United States Patent and Trademark Office

MAC HAUTE & NAUGHTY LASH

**Reg. No. 3,901,933**

**Registered Jan. 4, 2011**

**Int. Cl.: 3**

**TRADEMARK**

**PRINCIPAL REGISTER**

ESTEE LAUDER COSMETICS LTD. (CANADA CORPORATION)  
161 COMMANDER BLVD  
AGINCOURT, ONTARIO, CANADA M1S3K9

FOR: COSMETICS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 7-1-2010; IN COMMERCE 7-1-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,642,532, 2,716,306, AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LASH", APART FROM THE MARK AS SHOWN.

SN 77-926,745, FILED 2-3-2010.

SIMON TENG, EXAMINING ATTORNEY



*David J. Kyfos*

Director of the United States Patent and Trademark Office

**Int. Cls.: 18 and 21**

**Prior U.S. Cls.: 1, 2, 3, 13, 22, 23, 29, 30, 33, 40, 41 and 50**

**Reg. No. 3,237,448**

**United States Patent and Trademark Office**

**Registered May 1, 2007**

**TRADEMARK  
PRINCIPAL REGISTER**

**MAC**

ESTEE LAUDER COSMETICS LTD. (CANADA CORPORATION)  
161 COMMANDER BOULEVARD  
AGINCOURT, CANADA M1S3K9

FOR: ALL PURPOSE SPORT BAGS; ALL-PURPOSE ATHLETIC BAGS; ALL-PURPOSE CARRYING BAGS; ATHLETIC BAGS; BAGS AND HOLDALLS FOR SPORTS CLOTHING; BARREL BAGS; BEACH BAGS; BELT BAGS; BOOK BAGS; CARRY-ALL BAGS; CARRY-ON BAGS; CHARM BAGS (OMAMORI-IRE); CLUTCH BAGS; COSMETIC BAGS SOLD EMPTY; DIAPER BAGS; DUFFEL BAGS; DUFFEL BAGS FOR TRAVEL; DUFFLE BAGS; FLEXIBLE BAGS FOR GARMENTS; GYM BAGS; HIKING BAGS; KIT BAGS; LEATHER AND IMITATION LEATHER BAGS; LEATHER BAGS, SUITCASES AND WALLETS; MAKE-UP BAGS SOLD EMPTY; MESSENGER BAGS; OVERNIGHT BAGS; ROLL BAGS; SCHOOL BAGS; SCHOOL BOOK BAGS; SHAVING BAGS SOLD EMPTY; SHOULDER

BAGS; SMALL BAGS FOR MEN; SOUVENIR BAGS; SPORTS BAGS; TOTE BAGS; TRAVEL BAGS; TRAVELING BAGS; TRAVELLING BAGS; WAIST BAGS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 1-1-1983; IN COMMERCE 11-1-1985.

FOR: COSMETIC BRUSHES, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 1-1-1983; IN COMMERCE 1-1-1985.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-945,323, FILED 8-4-2006.

LESLEY LAMOTHE, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

MAC

**Reg. No. 4,184,695**

**Registered Aug. 7, 2012**

**Int. Cl.: 18**

**TRADEMARK**

**PRINCIPAL REGISTER**

ESTEE LAUDER COSMETICS LTD. (CANADA CORPORATION)  
161 COMMANDER BLVD.  
AGINCOURT, CANADA

FOR: CARRY ALL BAGS, COSMETIC BAGS SOLD EMPTY, SHOULDER BAGS, TOTE BAGS, CLUTCH BAGS AND TRAVEL BAGS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 12-31-1996; IN COMMERCE 12-31-1996.

OWNER OF U.S. REG. NOS. 1,642,532 AND 2,495,240.

SER. NO. 78-626,371, FILED 5-10-2005.

RAUL CORDOVA, EXAMINING ATTORNEY



*David J. Kypos*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## PATENTPOLISH

**Reg. No. 4,645,887**

**Registered Nov. 25, 2014**

**Int. Cl.: 3**

**TRADEMARK**

**PRINCIPAL REGISTER**

MAKE-UP ART COSMETICS INC. (DELAWARE CORPORATION)  
767 FIFTH AVENUE  
NEW YORK, NY 10153

FOR: COSMETICS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 3-27-2014; IN COMMERCE 3-27-2014.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-897,782, FILED 4-8-2013.

ELIZABETH JACKSON, EXAMINING ATTORNEY



*Michelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office

**Int. Cl.: 3**

**Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52**

**Reg. No. 3,469,550**

**United States Patent and Trademark Office**

**Registered July 15, 2008**

**TRADEMARK  
PRINCIPAL REGISTER**

**TECHNAKOHL LINER**

MAKE-UP ART COSMETICS INC. (DELAWARE  
CORPORATION)

767 FIFTH AVENUE

NEW YORK, NY 10153

FOR: COSMETICS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50,  
51 AND 52).

FIRST USE 7-3-2006; IN COMMERCE 7-3-2006.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "LINER", APART FROM THE  
MARK AS SHOWN.

SN 78-831,166, FILED 3-7-2006.

SANJEEV VOHRA, EXAMINING ATTORNEY



**Int. Cl.: 3**

**Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52**

**Reg. No. 2,369,642**

**United States Patent and Trademark Office**

**Registered July 25, 2000**

**TRADEMARK  
PRINCIPAL REGISTER**

**VIVA GLAM**

MAKE-UP ART COSMETICS INC. (DELAWARE  
CORPORATION)  
767 FIFTH AVENUE  
NEW YORK, NY 10153 , BY MERGER, BY CHANGE  
OF NAME MAKE UP ART COSMETICS LLC (NEW  
YORK LIMITED LIABILITY COMPANY) MEL-  
VILLE, NY 11747

FOR: LIPSTICK, IN CLASS 3 (U.S. CLS. 1, 4, 6,  
50, 51 AND 52).

FIRST USE 8-24-1992; IN COMMERCE 8-24-1992.

SER. NO. 75-053,966, FILED 2-6-1996.

KIMBERLY KREHELY, EXAMINING ATTORNEY

**Int. Cl.: 3**

**Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52**

**Reg. No. 2,207,315**

**United States Patent and Trademark Office**

**Registered Dec. 1, 1998**

**TRADEMARK  
PRINCIPAL REGISTER**

**STUDIO FIX**

**MAKE-UP ART COSMETICS LIMITED  
(CANADA CORPORATION)  
233 CARLTON STREET  
TORONTO, ONTARIO, CANADA**

**FIRST USE 9-30-1992; IN COMMERCE  
9-30-1992.**

**SER. NO. 75-421,832, FILED 1-22-1998.**

**FOR: COSMETICS, NAMELY, MAKE-UP  
FOUNDATION, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50,  
51 AND 52).**

**BERYL GARDNER, EXAMINING ATTORNEY**

**Int. Cl.: 3**

**Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52**

**Reg. No. 3,636,203**

**United States Patent and Trademark Office**

**Registered June 9, 2009**

**TRADEMARK  
PRINCIPAL REGISTER**

**CREMESHEEN**

MAKE-UP ART COSMETICS INC. (DELAWARE  
CORPORATION)  
TRADEMARK DEPARTMENT  
LEGAL DEPARTMENT 767 FIFTH AVENUE  
NEW YORK, NY 10153

FOR: COSMETICS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50,  
51 AND 52).

FIRST USE 9-25-2008; IN COMMERCE 9-25-2008.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

SN 77-384,256, FILED 1-30-2008.

JANICE L. MCMORROW, EXAMINING ATTOR-  
NEY

# United States of America

## United States Patent and Trademark Office

### RETRO MATTE

**Reg. No. 5,131,032**

**Registered Jan. 31, 2017**

**Int. Cl.: 3**

**Trademark**

**Principal Register**

Make-Up Art Cosmetics Inc. (NEW YORK CORPORATION)  
767 Fifth Avenue  
New York, NY 10153

CLASS 3: Cosmetics

FIRST USE 12-31-1999; IN COMMERCE 12-31-1999

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

No claim is made to the exclusive right to use the following apart from the mark as shown:  
"MATTE"

SER. NO. 86-424,858, FILED 10-15-2014  
CHRISTINE C MARTIN, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

**United States of America**  
United States Patent and Trademark Office

**VELUXE**

**Reg. No. 4,372,062**

**Registered July 23, 2013**

**Int. Cl.: 3**

**TRADEMARK**

**PRINCIPAL REGISTER**

MAKE-UP ART COSMETICS INC. (DELAWARE CORPORATION)  
767 FIFTH AVENUE  
NEW YORK, NY 10462

FOR: COSMETICS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 6-1-2003; IN COMMERCE 6-1-2003.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,182,696.

SER. NO. 85-797,694, FILED 12-7-2012.

SUZANNE BLANE, EXAMINING ATTORNEY



*Suzanne Blane*

Acting Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## MAKE-UP ART COSMETICS

**Reg. No. 4,022,031**

**Registered Sep. 6, 2011**

**Int. Cl.: 3**

MAKE-UP ART COSMETICS INC. (DELAWARE CORPORATION)  
TRADEMARK DEPARTMENT  
767 FIFTH AVENUE  
NEW YORK, NY 10153

FOR: COSMETICS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

**TRADEMARK**

FIRST USE 7-30-2008; IN COMMERCE 7-30-2008.

**PRINCIPAL REGISTER**

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MAKE-UP" AND "COSMETICS", APART FROM THE MARK AS SHOWN.

SER. NO. 85-207,425, FILED S.R. 12-29-2010 AM. P.R. 2-25-2011.

SUSAN RICHARDS, EXAMINING ATTORNEY



*David J. Kyros*

Director of the United States Patent and Trademark Office

**Int. Cl.: 3**

**Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52**

**Reg. No. 3,561,063**

**United States Patent and Trademark Office**

**Registered Jan. 13, 2009**

**TRADEMARK  
PRINCIPAL REGISTER**

**FLUIDLINE**

MAKE-UP ART COSMETICS INC. (DELAWARE  
CORPORATION)  
767 FIFTH AVENUE  
NEW YORK, NY 10153

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

FOR: COSMETICS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50,  
51 AND 52).

SER. NO. 77-522,939, FILED 7-15-2008.

FIRST USE 1-17-2005; IN COMMERCE 1-17-2005.

TASNEEM HUSSAIN, EXAMINING ATTORNEY

**Int. Cl.: 3**

**Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52**

**United States Patent and Trademark Office**

**Reg. No. 3,599,599**

**Registered Mar. 31, 2009**

**TRADEMARK  
PRINCIPAL REGISTER**

**DAZZLEGLASS**

MAKE-UP ART COSMETICS INC. (DELAWARE  
CORPORATION)

LEGAL DEPARTMENT

767 FIFTH AVENUE

NEW YORK, NY 10153

FOR: COSMETICS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50,  
51 AND 52).

FIRST USE 4-1-2008; IN COMMERCE 4-1-2008.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,131,290, 2,595,232,  
AND 3,060,903.

SN 77-341,126, FILED 11-30-2007.

JANICE L. MCMORROW, EXAMINING ATTOR-  
NEY



**Int. Cl.: 3**

**Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52**

**Reg. No. 3,347,789**

**United States Patent and Trademark Office**

**Registered Dec. 4, 2007**

**TRADEMARK  
PRINCIPAL REGISTER**

**MAC**  
**PREP + PRIME**

ESTEE LAUDER COSMETICS LTD. (CANADA  
CORPORATION)  
161 COMMANDER BOULEVARD  
AGINCOURT, CANADA M1S3K9

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "PREP", APART FROM THE MARK  
AS SHOWN.

FOR: NON-MEDICATED SKINCARE PREPARA-  
TIONS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

THE MARK CONSISTS OF MAC IN STYLIZED  
FORM, PREP + (PLUS SIGN) PRIME.

FIRST USE 8-31-2005; IN COMMERCE 8-31-2005.

SER. NO. 77-138,043, FILED 3-22-2007.

OWNER OF U.S. REG. NOS. 1,642,532, 3,092,847  
AND OTHERS.

WENDY JUN, EXAMINING ATTORNEY

**Int. Cl.: 3**

**Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52**

**Reg. No. 3,516,371**

**United States Patent and Trademark Office**

**Registered Oct. 14, 2008**

**TRADEMARK  
PRINCIPAL REGISTER**

**MINERALIZE**

ESTEE LAUDER COSMETICS LTD. (CANADA  
CORPORATION)  
161 COMMANDER BLVD.  
AGINCOURT, CANADA M1S3K9

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

FOR: COSMETICS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50,  
51 AND 52).

SER. NO. 77-440,515, FILED 4-4-2008.

FIRST USE 6-21-2004; IN COMMERCE 6-21-2004.

LAURIE KAUFMAN, EXAMINING ATTORNEY